EXECUTIVE PORTFOLIO

Adam Mintz, MBA

Digital transformation & *customer experience leader*

I set enterprise digital direction and lead teams that turn Salesforce, Adobe, CRM, AI and commerce investments into better customer experiences and commercial growth across industries.

Enterprise technology. Customer experience.
Team leadership. Commercial growth.



20+ years
Financial services, consumer brands and automotive

Eight-person team
National digital leadership at Hyundai Canada

Multimillion-dollar
Programs and investments

SALESFORCE CRM TRANSFORMATION

From implementation *to customer growth*

I oversaw Salesforce delivery and led CRM journeys with Hyundai Capital: loyalty offers, finance pre-approvals and lease pull-ahead campaigns.

10,000+

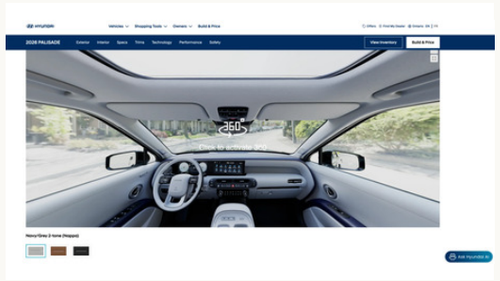
Vehicle sales matched to CRM campaigns

Control groups and testing informed campaign measurement and improvement.

HYUNDAICANADA.COM

The digital showroom





I led the AEM Cloud relaunch, connecting vehicle discovery, Ask Hyundai AI and Build & Price with inventory. Returning visitors could resume their last configuration. During the Palisade and Tucson 3D pilot, 50K+ users explored 360° views (Jul–Nov 2026).

+13% Test Drive completion events

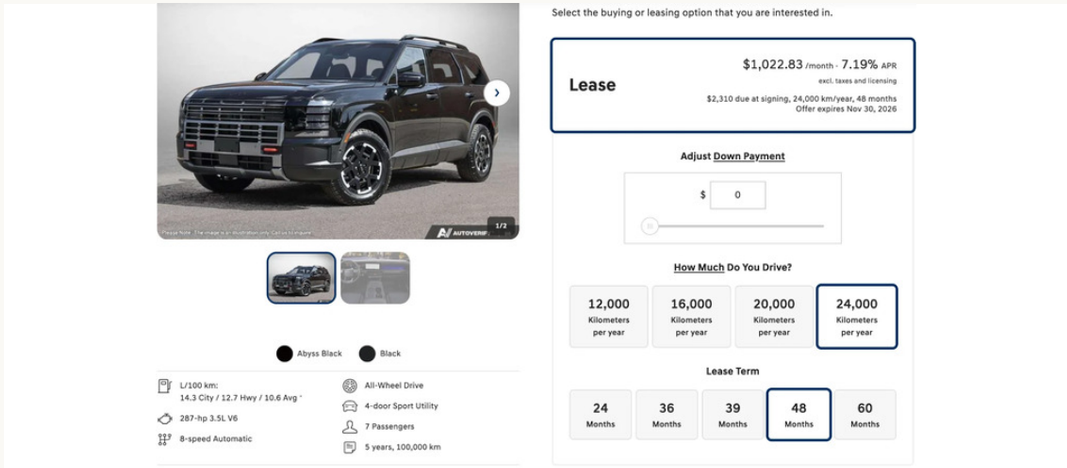
AI Referrals more than doubled

Jul–Nov 2026 vs same months in 2025.

View my Adobe Summit session

DIGITAL RETAILING

Hyundai Click to Buy



I led 10+ API integrations, including Scotiabank and Hyundai Capital for credit applications and approvals, with a seamless handoff to dealers.

393,900
Lead submissions

83,000
Matched vehicle sales

Reported since launch.
Sales matched to Click to Buy lead records.

AGENTIC AI

Google AI Conquest Search



I led Hyundai's collaboration with Google Canada, J.D. Power and INNOCEAN on agentic AI search, combining Gemini creative, AI review and human approval.

+46%
Website conversions

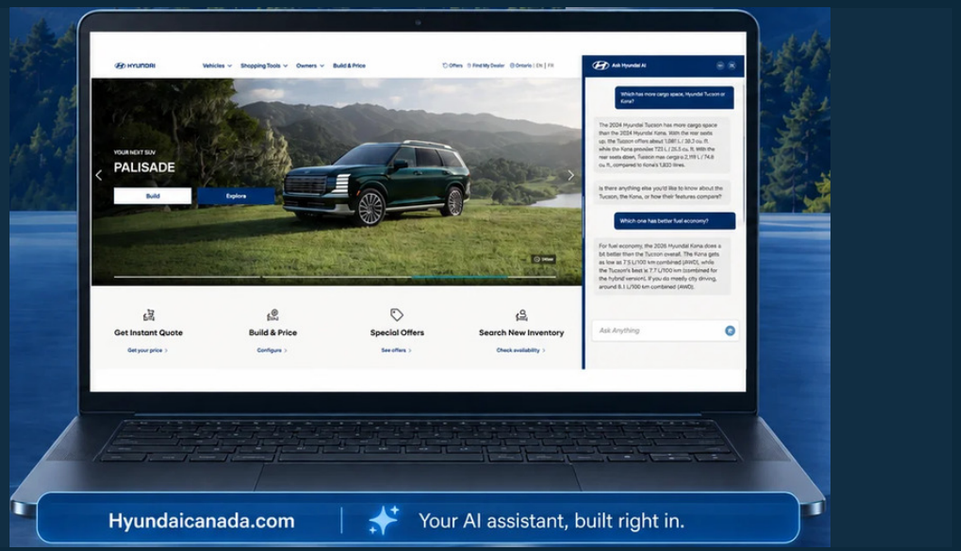
+44%
Google-attributed in-store conversions

Tucson pilot, year over year.
2026 Hyundai Global Gold · Digital Marketing

Ask Hyundai AI

Answers where shoppers *make decisions*

2026 HYUNDAI GLOBAL SILVER · DIGITAL CHANNEL



I led Ask Hyundai AI, a bilingual assistant grounded only in Hyundai vehicle information and specifications. Inventory supplied pricing and availability; it connected to digital retailing and could capture leads for dealer CRM follow-up.

100K+

AI conversations since launch

97%

AI containment · 3% to human agents
Six-month reporting period in 2026

AI-POWERED DEALER PERFORMANCE & COACHING

Improving dealer responses

I led a project with J.D. Power to use AI to score the effectiveness of dealers' replies to customer leads and provide coaching to improve responses and sales conversion.

AI-POWERED ANALYSIS · ILLUSTRATIVE EXAMPLE

Dealer Lead Response Scorecard

An example of how AI reviews a dealership's response to a customer lead and identifies opportunities to improve the next conversation.

Professionalism	
Speed of response	
Promptness	
Persuasiveness	
Clear call to action	
Answered the question	

AI COACHING RECOMMENDATION

Answer the shopper's question directly. Confirm local availability, highlight the most relevant vehicle benefit, then offer two specific test drive times and ask which works best.

CRM OWNER EDUCATION · 2026 HYUNDAI GLOBAL SILVER

Beyond the Drive



I led the CRM team behind a 16-week pilot that helped new owners discover features and prepare for service through model-specific emails.

20.2%
Click-to-open rate
200% above historical owner-email average

Watch the case study

AI-POWERED MEDIA OPTIMIZATION

Bid to Inventory

I partnered with INNOCEAN and Google Canada to align national media spending with available vehicles, regional demand and sales targets.

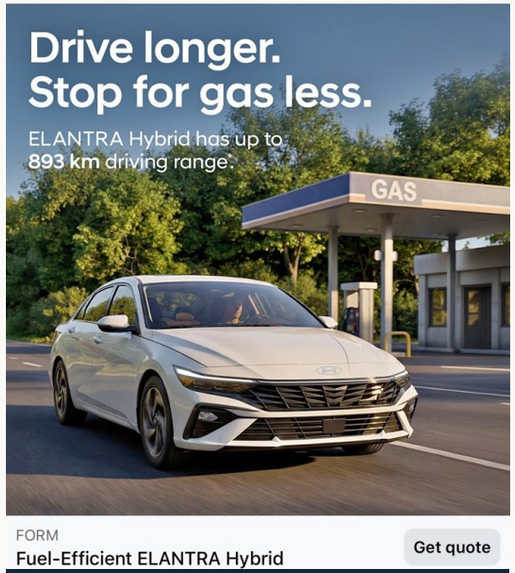
+22%
Lead volume vs. same period the previous year

90% of media spend

Optimized to high-availability models.

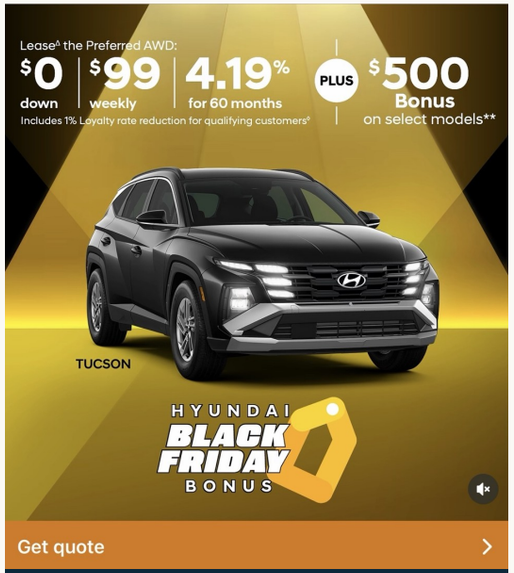
Meta Lead Ads

Facebook and Instagram connected timely messages to measurable dealer sales.



FACEBOOK LEAD AD

Hybrid range



INSTAGRAM LEAD AD

Retail offers

ACTUAL FACEBOOK AND INSTAGRAM CAMPAIGN EXAMPLES

MY LEADERSHIP

I led the media innovation, dealer CRM delivery and the hybrid range and gas-savings idea behind Hyundai's Meta Lead Ads program as fuel prices rose.

WHAT THE TEAM DELIVERED

Facebook and Instagram leads went to dealer CRMs for follow-up, tracking and sales matching. Retail marketing led creative production; its agency used Google Nano Banana imagery to get the campaign to market quickly.

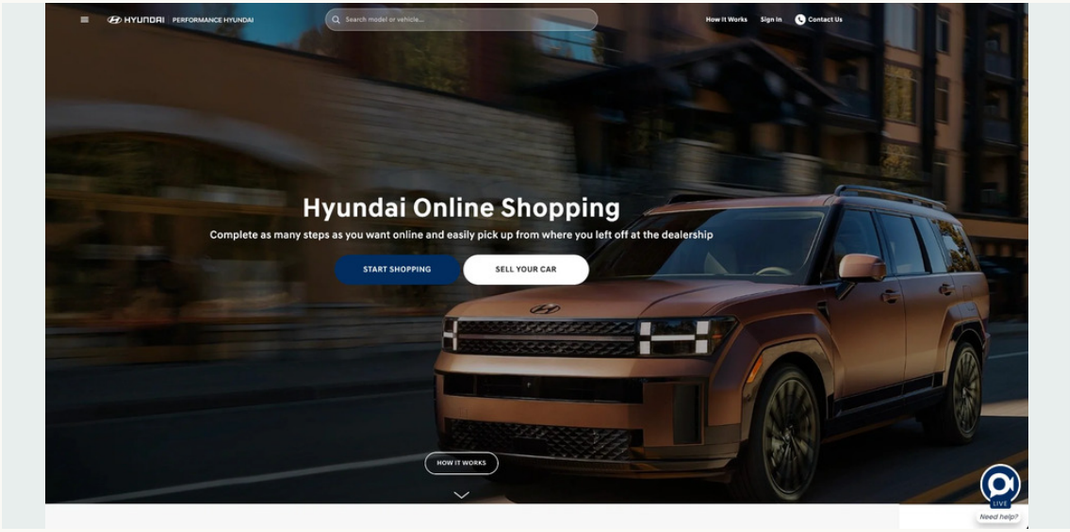
HYUNDAI CANADA'S SECOND-LARGEST LEAD SOURCE · 2026

60K+
Lead submissions

~8%
Lead-to-sale close rate

INVENTORY-BASED ACQUISITION

Google Vehicle Listing Ads



Hyundai online shopping destination

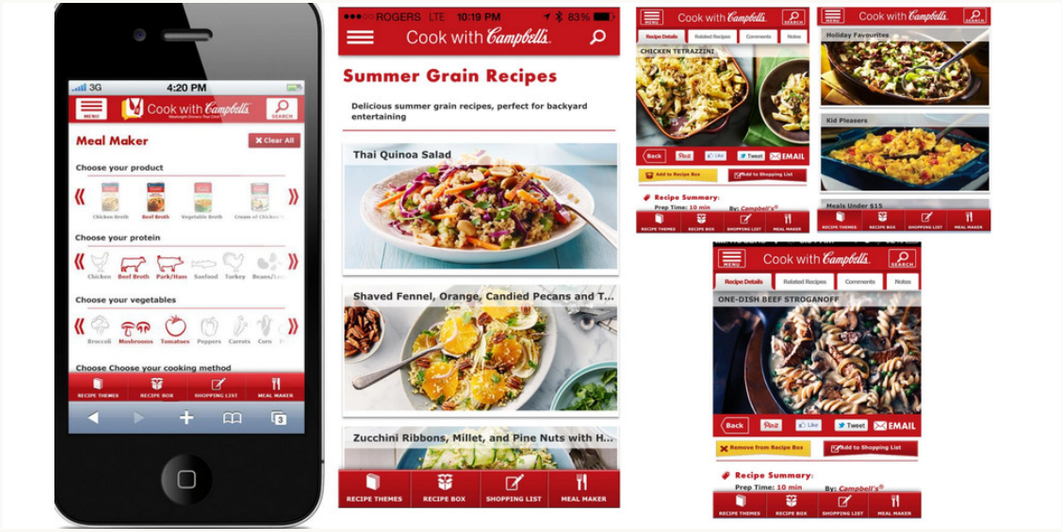
In 2024, I led Hyundai's business priorities for Google Vehicle Listing Ads with INNOCEAN, connecting live local dealer inventory to online shopping.

+33%
Conversion rate

–59%
Cost per conversion

CONSUMER MOBILE EXPERIENCE

Cook with Campbell's



Original Canadian mobile app

I led the Canadian recipe platform and mobile app launch, bringing meal planning, recipe discovery and branded content together.

No. 1
Canada's Food & Drink App Store category, 2013

AGENCY PARTNER PERSPECTIVE

“Adam is the kind of client every agency partner hopes for: visionary, collaborative, hardworking, and genuinely passionate about innovation. He doesn’t simply approve bold ideas; he helps shape them, strengthens them, and creates the conditions for them to succeed.”

Caroline Villarroel

VP, Digital Media at INNOCEAN Canada | Canvas Canada

SELECTED RECOGNITION

2026 · Hyundai Global Digital Awards

Gold · Google AI Conquest Search

Digital Marketing · Hyundai Canada team

Silver · Ask Hyundai AI · Digital Channel

Silver · Beyond the Drive · CRM

2026 · CMA Gold · Innovative Media

Google AI Conquest Search

2025 · CMA Gold and Silver

Bid to Inventory

2024 · Google Search Honours Gold

Performance Marketing Excellence

2024 · Canadians to Watch

Automotive News Canada

Adobe Summit 2026 speaker session

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